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## **Nashville-based health care consulting and software company hires industry veteran to lead client services / integration**

**NASHVILLE, TENN.** – March 21, 2014 – Applied Health Analytics, LLC, population-health management consultant and developer of a sole-source, evidence-based software platform that provides business-process support and engagement tools to hospitals and health systems to help them lower healthcare delivery costs, improve outcomes and move services that focus on acute care to ambulatory health interventions, has hired Gene Lane as vice president, client services / integration.

In his role, Lane is responsible for the day-to-day supervision and support of Channel Partner (client) accounts to grow, streamline and increase the value of the health system's direct-to-employer business. He also develops and directs the onboarding process for new channel partners.

Lane previously served as director, corporate health at Floyd Medical Center, located in Rome, Ga., where he overhauled its corporate health offerings to include three new products and increased the medical center's corporate client base by 55 employers and quadrupled revenue garnered through its corporate program. Prior to Floyd Medical Center, Lane was the managing director of business development at an Ascension Health subsidiary. An athletic trainer for numerous organizations, including the Atlanta Braves and the PGA TOUR, he received a bachelor's degree from the University Tennessee, Knoxville and is a certified athletic trainer. Lane is a member of the National Athletic Trainers Association, the Association of Professional Ball Players of America, the Tennessee Athletic Trainers Society and the Middle Tennessee Society of Human Resources.

"We are excited to welcome Gene to our team," said Robert Chamberlain, co-founder, chairman and CEO at Applied Health Analytics, LLC. "Gene has experience building successful employer strategies from vision to implementation. Coming from the trenches, he is not only able to relate to our client base, he understands the differences between the needs and resources of a multi-facility health system, an individual urban-based hospital and a rural or small community hospital.

"Data continues to stream into the market, be it through data warehouses, HRAs and EMRs," Chamberlain continued. "But it feels like data for data sake. What is missing, and with what the ACA is tasking hospitals, is how to truly integrate that information to create actionable strategies, processes and meaningful programs that engage patients and improve population health and bring revenue into hospitals through referrals. Gene will help Channel Partners do this both internally and within the employer market."

Applied Health Analytics' Software-as-a-Service, business-support platform, [BeneFactorIQ](#), provides an efficient and interactive framework for commercial-market health initiatives, which may include onsite and mobile services. The agile application risk-stratifies data within population groups to target individuals with the most need, who incur the most healthcare costs, to ensure they receive appropriate interventions. BeneFactorIQ includes the Clinician Engagement and Support that provides a platform for ongoing care management, Metric-Based Incentive Designer

and incentives tracking, solutions, Claims View, communications and feedback facilities. Included in BeneFactorIQ is the company's proprietary, evidence-based Personal Health Survey (health risk assessment), for which [Vanderbilt University Medical Center's Dayani Center for Health and Wellness](#) designed the rules and protocols that medically govern its program, including its risk stratification protocols, scoring algorithms and educational text.

### **About Applied Health Analytics, LLC**

Founded in 2009, Nashville-based Applied Health Analytics, LLC provides consulting and software services to hospitals and health systems to help them lower healthcare delivery costs, improve outcomes and move services that focus on acute care to ambulatory health interventions. A joint-venture partner with Vanderbilt University Medical Center's Dayani Center for Health and Wellness, Applied Health Analytics advances the role of hospitals and health systems as they engage employers to enhance individual health and increase share among commercial populations. The company experienced 391-percent growth from 2012 to 2013 and a 94-percent client renewal rate, due to its market-responsive development and attention to client services.

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